

Biographical Data



Name: Robin N. Seidman

Credentials RN, BSN, MSN, MBA, LNCC, HCS-D

Number of years in home care: 23

Title: Director, Regulatory Compliance Division

Business Address:

Simione Consultants, LLC
176 East Main Street Suite 8
Westborough, MA 01581
Business Phone: (800) 653-4043
Fax: (508) 870-5587
E-mail: rseidman@simione.com

Education

- *Masters in Business Administration* - Clark University, Major: Health Care Law
- *Master of Science in Nursing* – UMASS Medical Center, Major: Nursing Administration
- *Bachelor of Science in Nursing* - Georgetown University

Licenses and Certifications

Registered Nurse MA License #: 184919
Certified Legal Nurse Consultant (LNCC) #16719
Certified Home Care Coding Specialist-Diagnosis (HCS-D)

Summary of Experience:

Robin Seidman is the Director of the Regulatory Compliance Division of Simione Consultants, LLC, a nationwide healthcare consulting firm that specializes in the hospice and home health industries. She has worked as a consultant for over 16 years and holds two Masters Degrees in Nursing and Business Administration. Additionally, Robin is a Certified Coder and Certified Legal Nurse Consultant and works closely with providers' legal counsel for ensuring regulatory compliance and negotiating settlements with the government.

Consulting Experience:

Regulatory Compliance

Direct all regulatory and compliance audit projects including:

- Discovery and statistically valid compliance audits to determine risk exposure.
- Assist providers in responding to government & fiscal intermediary review (ADRs, RAC)
- Independent Review Organization for providers on OIG Corporate Integrity Agreements
- Internal investigations, self-disclosures, quantification and extrapolation of findings, standards of care issues, and preparation of disclosure for overpayment settlement.
- Routine Clinical and Billing Compliance Audits & OASIS Validation Audits
- Risk assessment for mergers and acquisitions: home health, hospice, infusion, medical equipment and oxygen companies

Home Health & Hospice Operations Consulting

Responsible for home health and hospice engagement management including consulting related to: operations, interim management, work-flow analysis, clinical and reimbursement medical review, JCAHO/CHAPS mock-surveys, organizational structure design, strategic planning, training programs, and implementation plans to facilitate productivity and operational improvement and efficiency.

Biographical Data *continued:*

Robin N. Seidman, RN, BSN, MSN, MBA, LNCC, HCS-D

Speaking History (consolidated)

Robin is considered an expert in compliance for the homecare and hospice industry and has been an invited faculty speaker at conferences and workshops at both the national and state levels.

- National Association for Home Care (NAHC) Annual Educational Conference: “Lessons Learned from a Government Investigation – Hospice Corporate Integrity Agreement”, October, 2008.
- National Association for Home Care (NAHC) Annual Educational Conference: “Successful Compliance Strategies: Operational & Legal Aspects. ”, October, 2007.
- Health Care Compliance Association (HCCA) Webcast: “Home Health Billing Compliance,” April, 2007.
- National Summit on Quality/Performance Management & Compliance in Healthcare “Successful Compliance Strategies: Clinical & Legal Aspects. ”, January, 2007
- National Association for Home Care (NAHC) Annual Educational Conference: “Is Your Compliance Plan Really Working?” October, 2005 & 2006.
- National Association for Home Care (NAHC) Policy Conference: “Survey & Certification: A Practical Guide to Responding to Survey Deficiencies.” April, 2005.
- National Association for Home Care (NAHC) Policy Conference: “How to Balance Clinical Excellence & Financial Viability in a Medicare Certified Hospice.” March, 2004.
- American Association of Legal Nurse Consultants (AALNC) Annual Educational Conference: “Regulatory Compliance/Fraud and Abuse Investigations,” April, 2002
- National Association for Home Care (NAHC) Annual Educational Conference: “A Practical Guide to Compliance with the OIG’s New Provider Self-Disclosure Protocol.” September, 2000.
- American Academy of Professional Coders (AAPC) National Annual Conference: “Compliance Issues Facing Home Health Care.” May, 2000.
- NY City Health & Hospital Corporation: “Clinical / Operational Issues In Implementing PPS,” April 5, 2000.
- University Health System Consortium: Corporate Compliance Conference: “Meeting the Challenges of Compliance in a Complex Health Care Environment,” December, 1998.
- Home & Health Care Association of Massachusetts Annual Spring Education Conference: “Using Medical Review as an Opportunity for Improving Agency Compliance.” May 1999.
- American Sub-Acute Care Association National Conference: “Post-Acute Care Compliance Plans,” February 1998-Invited speaker on Expert Panel.
- New York State Health Facilities Association Inc. Annual Spring Education Conference: “Restoring Trust: A Plan to Ensure Regulatory Compliance in Home Health.” March 1998.
- Montana State Association of Homes and Services for the Aging, Spring Education Conference: “Survival of the Fittest: A Compliance Program That Works.” May, 1999.
- Missouri Alliance for Home Care, Annual Conference: “Strategies for Improving Compliance in Your Agency,” April 1998.
- Home & Health Care Association of Massachusetts Annual Spring Education Conference: “Plotting the Course to Reduce Potential Risk or Fraud, Abuse, & Waste.” May, 1998.

• **Biographical Data** *continued*:

Robin N. Seidman, RN, BSN, MSN, MBA, LNCC

Professional Affiliations, Memberships, Committees

- National Association of Home Care & Hospice, Member (1990-Present)
- National Hospice and Palliative Care Organization (2003 – Present)
- Health Care Compliance Association (2005 – Present)
- American Health Lawyers Association (2007 – Present)
- Home & Health Care Assoc. of MA, Member (1990-Present)
 - Political Education Committee 1995 – 1999
 - Public Relations Committee 1990 - 1995
- American Association of Legal Nurse Consultants, Member (2000 – present)
 - Nominating Committee 2001 – Present)
- New England Region Legal Nurse Consultants, Member (2001 – present)
- Small Business Service Bureau, Inc., Member (2001 – present)
- Sigma Theta Tau, Nursing Honor Society, Member (1991-Present)
 - Board of Directors, Worcester, MA Chapter 1991 - 1995
- Beta Gamma Sigma, Business Honor Society, Member (1991-Present)
- Who's Who in Nursing, Member (1991-Present)